**Conclusion:**

From data provided about the crowdfunding campaign, we can see that launching a new product using crowdfunding is more of a success although significant campaigns have failed and very few were canceled around 6 % but overall, around 57% were successful. Hence, we can say crowdfunding platforms can be a means to launch a product.

Likewise with the data we have, we can clearly see that the fields with artistic performance like film and video, music and theater have a high number of crowding being used. When going through more dept crowding used is comparatively remarkably high for plays with in the field of theater in comparison to other subcategories.

Looking at the goal, the data provided shows that the goals in between 15,000 to 35,000 had an exceedingly high success rate of around 95% while anything over 50,000 shows a success rate of around 37%.

**Limitations:**

The data set provides us with an insight into one area of launching a product that is crowdfunding but there can be other platforms to launch products which are not considered.

Just looking at the sample, we can ask ourselves about some questions like what the source of these samples is, whether the data were collected accurately and if the sample targets the specific users of the products. All these things are unclear.

Having around 25 subcategories for 1000 samples, it is around 40 samples per category which seems like low samples to decide whether it provides precise knowledge of how the things are going.

Finally, about other tables that are possible through this data set, we can have tables with different countries versus outcomes, average donations and get an idea on behalf of the country. We can also have a table with start and end dates getting an idea of the trend over a period.

|  |  |  |
| --- | --- | --- |
| **Column1** | **Successful** | **Failed** |
| mean | 851 | 586 |
| median | 201 | 115 |
| minimum | 16 | 0 |
| maximum | 7295 | 6080 |
| variance | 1604654 | 922514 |
| Standard deviation | 1267 | 960 |

The median better summarizes the data provided since the data is scattered and is not normally distributed.

There is more variability with successful campaigns. I don’t think this makes any sense because variance is the dispersion of data from mean which in this case is not worth determining the success of a campaign.